

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMMERCE, INC.

Ad No. 3023—Ad Title 75 INTRC—Req. No. 37146—B&W—4 1/4 x 11—Supermarket—75—(B)

Printed in U.S.A.

**Nearly two out of every three additional  
cigarette sales you made last year  
were Philip Morris brands.**

**Here's the Score for '74:**

Gains In Domestic Cigarette Consumption Over 1973

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**Total Industry**                    **+ 17.45 billion**

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**Philip Morris USA**                **+ 11.32 billion**

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**Rest of Industry**                **+ 6.13 billion**

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Growth like this means extra sales and profits for every supermarket operator who keeps Philip Morris brands fully in stock at every location, all the time. Check your weekly order—and check your shelves, too.

*The Profit Makers  
come from*  
**Philip Morris USA**

